

# Mar Orienteering Club

## Club Vision and Strategy August 2019

### Vision

- 1 Maintain a sustainable top quality orienteering club based in the Deeside area of Aberdeenshire
- 2 Foster an inclusive club environment where volunteering is natural and supported
- 3 Develop Junior orienteering, leading to competition at the highest national levels
- 4 Provide a variety of quality events locally, suitable for club members at all skill levels
- 5 Expand orienteering participation into the Upper Deeside, Mearns and Alford/Donside areas of Aberdeenshire

### Strategy

#### Membership

The actions are the responsibility of the whole committee, the lead seeks help and advice as required.

<i>We recruit and benefit our members</i>		Action (The Club will....)	Benchmark	Lead	Traffic Light
<b>Benefits</b>	<b>Club Prosperity</b>	Maintain Club spirit and membership levels	33 family, 23 Junior, 30 senior (155 individuals)	President	
		Maintain financial prudence	annual financial audit	Treasurer	
		Maintain club processes	five committee meetings per year plus AGM	Secretary	
		Hold club social events	AGM social and minimum 1 other per year	Secretary	
		Participate in team competitions	relays, CompassSport Cup, Jamie Stephenson Trophy	Club Captain	
	<b>Communication</b>	Use social media to enhance internal and external communication	Facebook, twitter minimum weekly	Publicity Officer	
		Maintain regular contact with new members and target with specific info.	email and through advice at events	Club Captain	
		Keep the website up to date; the main 'window' on the club and source for event info, results and club resources	minimum bi-weekly updates, on-the-day results for National and Regional events	Web Master	
		Send out regular email news letter to members with news and reminders	fortnightly	Newsletter editor	
		Contribute copy to the local press when there are impressive stories and pictures to share	Deeside Piper four times a year, River Dee Radio	Publicity Officer	
<b>Recruitment</b>	<b>Junior Recruitment</b>	Run Banchory, Aboyne and Mearns after-school clubs	two blocks, autumn and spring	Development Officer	
		Promote progression from Alford in-school orienteering to club training and events	promotion of local events (posters, social media, direct approach)	D.Of / Pub.Of	
		Provide Primary teachers with orienteering self-help packs and training	minimum one course per year	Development Officer	
		Encourage attendance at Scottish Schools Festival	minimum 6 schools represented	Development Officer	
		Work with Active Schools to run local schools festivals	minimum 3 sessions per year	Development Officer	
	<b>Senior Recruitment</b>	Target established orienteers moving into the area	through personal approach	All	
		Maintain attractive posters and info in public sports locations in the area	Aboyne, Banchory, Alford, Mearns Sports Centres	Publicity Officer	
		Ensure all social and other media is a positive reflection of the sport	Website and social media	Pub.Of / News ed	
		Identify ad hoc opportunities for member recruitment	target sports clubs and outdoor activity organisations	Development Officer	
<b>Development</b>	<b>Coaching</b>	Hold 4 week blocks of training and integrated Local events for new families and individual members	two blocks per year	Head Coach	
		Provide coaching opportunities for novice, improving and experienced adults	10 sessions per year	Head Coach	
		Provide coaching opportunities for juniors	10 sessions per year	Head Coach	
		Provide additional training opportunities for talent squad juniors	at discession	Head Coach	
		Support individuals in developing training plans	at discession	Head Coach	
	<b>Volunteering</b>	Identify planners, organisers and controllers for events from a register of novice to mentor volunteers	regular conversations with Membership	Event Official Co.	
		Provide up to date how-to manuals for event planners and organisers	reviewed annually	Event Official Co.	
		Provide and/or advertise training opportunities in planning, software and safety	annually where appropriate	Event Official Co.	
		Encourage progression to Event Controller	minimum 10 active controllers	Event Official Co.	
		Encourage members to train as coaches and to upgrade where possible	minimum 5 active coaches	Head Coach	
		Ensure all coaches and volunteers working with children have a PVG disclosure, checked through SOA	review quarterly	Club Welfare Officer	

<b>Participation</b>	<b>Participation</b>	Encourage participation at events in the local area	Maroc Regional events: average 50+ members per event	Club Captain	
		Encourage participation within Scotland	Scottish O League: 70+ members attending at least 1 event per year	Club Captain	
		Encourage participation throughout the UK	UK O League, 4 or more events per year: 15+ members	Club Captain	
		Support junior members to aim for selection to the Scottish Junior Squad (ScotJOS)	6+ juniors per year	Head Coach	
		Gain podium success in Scotland	Top 3 finishes at Scottish (long) Champs: 6+	Club Captain	
		Gain podium success at British Championships and JK	Individuals with Top 3 finish in UK Champs (all disciplines) and JK: 6+	Club Captain	
<b>Event Management</b>		The actions are the responsibility of the whole committee, the lead seeks help and advice as required.			
<i>We plan and deliver high quality events</i>		<b>Action (The Club will....)</b>	<b>Benchmark</b>	<b>Lead</b>	
<b>Event Delivery</b>	<b>Event strategy</b>	Develop a 3-year National/Regional/Local event strategy integrated with Mapping & Access considerations	updated annually	Fixtures Secretary	
		Hold quality competitive events at regular intervals, integrated with the Club's coaching programme	minimum of: 1 National, 4 Regional and 10 Local events per year	Fixtures Secretary	
		Maximise the variety of event styles	at least two of each per year: day, night, forest, urban, sprint	Fixtures Secretary	
		Hold events in the Alford and Mearns areas	at least one Regional event or one Local event in each area per year	Fixtures Secretary	
		Plan and advertise the Club's event schedule on a yearly basis	publish late February	Fixtures Secretary	
	<b>Event Scheduling</b>	Work with SOA, NE Clubs and ScotJOS for an integrated schedule	attend SOA and NE fixtures meetings	Fixtures Secretary	
		Work with GRAMP on Deeside Night Cup and Forest Sprint integrated schedules	minimum twice yearly contact	Fixtures Secretary	
	<b>Mapping</b>	Maintain an active inventory of forest and urban orienteering maps	30+ areas	Mapping Officer	
		Identify new areas for mapping and integrate with the 3-year event strategy and the Mearns/Alford expansion	two new areas per year	Mapping Officer/All	
		Follow a rolling schedule of updates determined by yearly event schedule	as required throughout the year	Mapping Officer	
		Identify funding sources for mapping	one per year	Mapping Officer	
		Manage a planner feedback scheme to inform future map updates	feedback from every event	Mapping Officer	
	<b>Access</b>	Maintain good relationships with all land owning stakeholders	ongoing	Access Officer	
		Proactively determine from Forestry Commission and other land owners their forward forest activity plans	annually	Access Officer	
		Make land access a key part off the yearly and 3-yearly event schedules	ongoing	Access Officer	
		Maintain 'forest details' records for all mapped areas	30+ areas	Access Officer	
		Manage an organiser feedback scheme to inform future access and safety decisions	feedback from every event	Access Officer	
	<b>Technology and kit</b>	<b>Computing</b>	Maintain an up-to-date event timing computer software system	Currently EMIT	Computing Officer
			Maintain up-to-date computer hardware, compatible with the timing software	Currently 3 laptops of variable vintage plus printers	Computing Officer
			Review and impliment potential software, hardware and equipment (brikkes/dibbers) updates to improve system	SIAC (touch-free) being reviewed	Computing Officer
Review new technology where appropriate			GPS tracking, phone apps, results display etc	Computing Officer	
<b>Event equipment</b>		Maintain a quality set of control site equipment (stakes, flags, reflectors)	reviewed after each Regional and National event	Equipment Officer	
		Maintain a training set of control site equipment	reviewed twice a year	Equipment Officer	
		Maintain quality tents, shelters, tables, hi-viz jackets, banners etc. suitable for staging outdoor events	reviewed after each Regional and National event	Equipment Officer	
		Maintain a good number of event organising peripherals, signs, tapes etc.	reviewed twice a year	Equipment Officer	
		Review whole equipment stock and replace when no longer suitable	twice a year	Equipment Officer	